
CITY COUNCIL COMMITTEE OF THE WHOLE (COW)
New Item for Review and Consideration

Meeting Date: 01/05/2017
Agenda Item: 4B3

Issue Description: In light of recent Council concerns, review Tempe's comprehensive water-conservation plan, including education, incentives, infrastructure upgrades, and conservation goals.

Presented by: Councilmembers Lauren Kuby and Randy Keating

What are you looking to accomplish? We seek to establish a Working Group to ground-check Tempe's own water-conservation programs and incentives.

Initially, the Working Group would focus on immediate recommendations about targeted educational opportunities that would be implemented before the high water use months of 2017:

- increased person-to-person outreach to high-volume water users to analyze usage profiles and inform them about existing programs and our conservation tiers
- communications strategy for water audits
- considered adoption of additional programs, workshops, technologies, incentives for water users

In the longer term, the Working Group would focus on:

- updating conservation goals for indoor/outdoor residential users
- researching and proposing a conservation goal for multi-families
- researching and proposing a conservation goal for institutional/commercial
- engaging with ASU researchers to help inform the upcoming 2017 rate study

Background Information: Recent Council conversations around water rates have highlighted the need to explore options for our water policies — including outreach, future rates, and conservation goals. As a part of those discussions, Council expressed interest in targeting educational opportunities to encourage water conservation among high users, with a focus on the main driver of outdoor water use.

In 2014, the City of Tucson implemented a comprehensive water-conservation program based on analysis of water use and targeted areas for improvement. This program resulted in ~82M gallons conserved in the 2014–2015 year. Included in this memo is a copy of Tucson's Fiscal Year 2014–2015 analysis, which could serve as a blueprint for setting enhanced conservation goals for our city, though customized to the needs of Tempe water users.

This Working Group speaks directly to Council Priorities 2 and 4, working to create a more sustainable community while engaging with the community about the need for water-conservation education and incentives.

The Tempe City Council is committed to:

1. *Ensuring a safe and secure community through a commitment to public safety and justice.*
2. *Developing and maintaining a strong community connection by emphasizing the importance of open government, customer service and communication with community members.*
3. *Enhancing the quality of life for all Tempe residents and workers through investment in neighborhoods, parks, the arts, human services, and city amenities, with an emphasis on equity and diversity.*
4. *Implementing sustainable growth and development strategies, including improving Tempe's public transit system to meet future needs, by actively seeking innovative technologies and leading the way in creating a more sustainable community.*
5. *Maintaining long term financial stability and vitality by focusing on economic development, business retention and generating employment to create a robust and diverse economic base.*

What stakeholders should be engaged with this process? Neighborhood associations in areas with above-average water usage, Sustainability Commission, Water Now Alliance, and other conservation-oriented water organizations, selected sustainability scientists, and staff from Tucson to discuss best practices.

Anticipated Timeframe and Staff Resources: Estimated 30 to 40 hours of staff time including Water staff from the Department of Public Works, staff from Neighborhood Services, Communications, and Sustainability Program Manager.

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